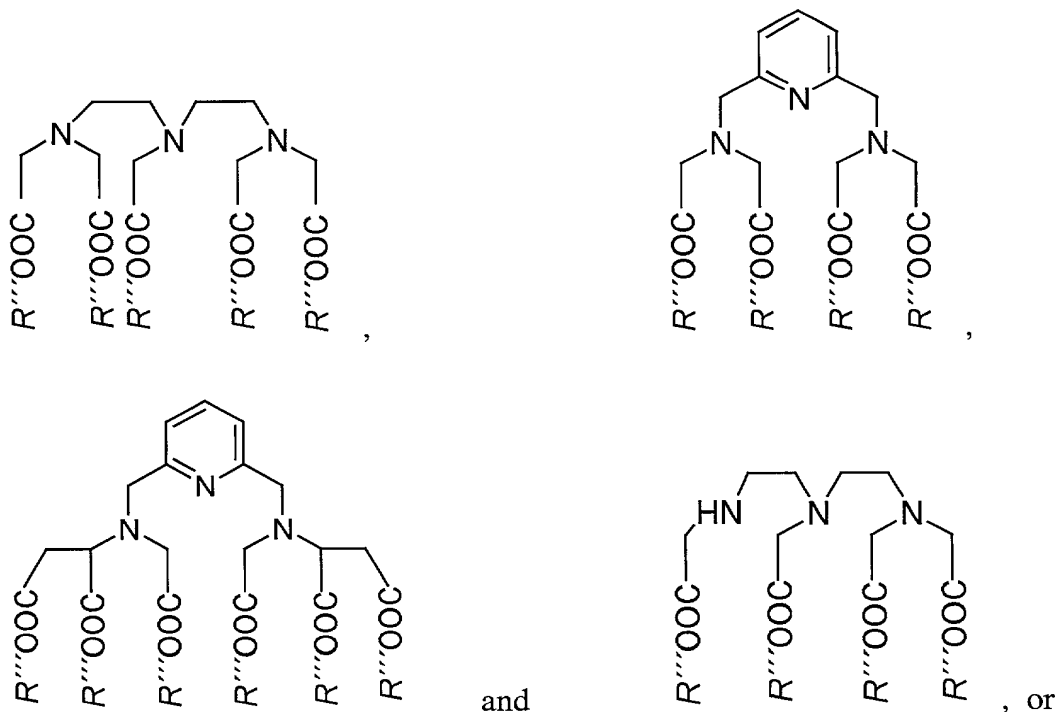


ABSTRACT

The invention relates to a novel labeling reactant of formula (I) suitable for labeling an oligonucleotide



R is a temporary protecting group. **A** is either a phosphorylating moiety or a solid support tethered to a bridge point **Z** via a linker arm **E**. **E'** is a linker arm between **G** and **Z**. **G** is a bivalent aromatic structure, tethered to two iminodiacetic acid ester groups $\text{N}(\text{COOR}'')_2$ or **G** is a structure selected from a group consisting of



G is a protected functional group. The invention further concerns a method for direct attachment of a conjugate group to an oligonucleotide structure enabling the attachment of a desired number of these groups during chain assembly. The method comprises a Mitsunobu alkylation.